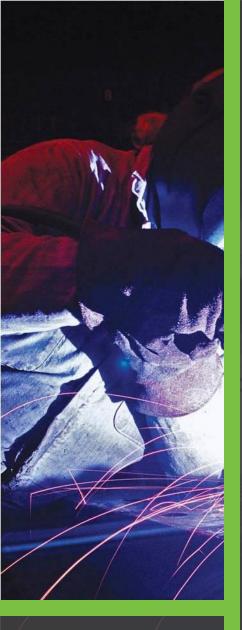


## Creating New (International) Sales Opportunities

By Alexa Hamilton, Business Oregon for Cities of Beaverton & Hillsboro

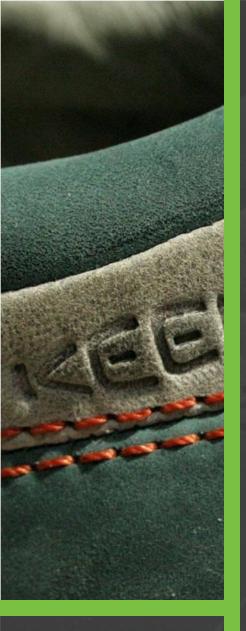
February 2013



## Why Export? Exports = Jobs

- Manufacturers help to drive Oregon's economy, with \$14.5 billion in product exports in 2011.
- In 2011, \$4.9 billion in exports was with our FTA partners.
- More than 23 percent of Oregon's employment stems from exports.





### **Every Bit Helps!**

- Manufacturing accounts for nearly 80% of Oregon's exports (2011).
- • Since 2000, Oregon's exports grew 45% percent
- Exports support 23% of Oregon's manufacturing jobs.





### Oregon's Export Economy: The "C's" have it

- Exports to critical to Oregon's economy
- China and Canada are Oregon's top two export market
- Why?





## Oregon's top export markets – remainder . . .

- Japan
- Korea
- Taiwan
- Germany
- Brazil
- Philippines
- Australia
- Singapore ALL up '11 vs. '10

Source: www.wisertrade.org



### Watch for Trends . . .

- Oregon exported \$67 million in solar cells to Canada in 2011.
- We exported \$530,000 and \$3 million in 2009 and 2010.
- We were at \$950,000 by mid 2012.





## Export Assistance available to help Drive Sales

- 1:1 counseling re: export strategy
- Grant programs for shows, distributor development, export training (Federal/State)
- Export finance assistance
   (w/Exim, SBA & Private Sector)
- In-country help in Asia, EU and Saudi Arabia (Business Oregon)



### Global Trade Specialists

- Tom DiCorcia
  - Electronics & Advanced Materials, IT, Medical Products,
     Metals
- Alexa Hamilton
  - Transportation Equip.; Consumer Goods; Defense;
     Food/Ag Processing
- Dana Shannon
  - Apparel/Sporting Goods; Logistics & Distribution
- Sunun Setboonsarng
  - Environmental Tech; Renewable/Energy Efficiency;
     Green Bldg



## Take advantage of trade events

### Including:

- March 8-10 Natural Products -Anaheim
- May 13-17 World Trade Week –
   Greater Portland/Eugene/Bend
- May 9-12- Zoomark International (Pet) - Italy





## Take advantage of Oregon trade events (cont'd)

- June 19-21- 4<sup>th</sup> Medical Device
   Development & Manufacturing Expo
   Japan
- July 24-26- ExpoHospital 2013 (Santiago, Chile)
- Aug 28-31- Eurobike 2013 Germany.
- Sept 9-11- ReTech 2013 Wash. DC
- Sept. 12-15 Helicopter show China
- \*\*\* Possible grants for SME's \*\*\*



### Case Studies – David H. Sutherland







### Case Study – (cont'd)

- Participated in organized
   Aerospace mission to India (3 cities)
- 1:1 counseling with Oregon's rep in China
- Utilized grant for Singapore Air Show





### Case Studies – Merry Hempster

- Sales were flat in Japan
- Worked with Oregon's office in Japan
- Introduced to new customers, plus former/existing customers also contacted by JRO
- Result in new distributor and export order



### Case Studies – (cont'd)



# 25 THE MERRY HEMPSTE オーガニック市場で 話題のリップバーム

USDA(アメリカ農務省)から認定を受た、元祖オーガニックリップバームが上げで、元祖オーガニックリップバームが上げで、一位物界の宝石・と重宝されるヘンプ油乾燥している部分にダイレクトにうるおを与え、気になる縦シワをケア。冬の厳い乾燥に負けない、つやつやリップを手入れて。10月下旬より発売。¥819

シンセリティースタイル 044-276-9900



### **Local Resources**

- Consuls & Honorary Consuls (e.g, Canada, Philippines, etc.)
- International Networking Events
- US Commercial Service Portland
- Trade organizations (e.g., Softwood Export Council, Pacific NW Defense Coalition, Pacific NW International Trade Alliance)
- Universities and Colleges
- Economic Development Agencies



### Make it Happen!







## For more information:

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Thank You